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The State and Development Trends of the Restaurant Services Sector: Case-Study of Samarkand Region

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Annotation

The article analyzes the state and development trends of the restaurant services sector in the Samarkand region, reveals the main factors influencing the growth rate of restaurant services and development trends.

Keywords: *restaurant services, fast food, event management, casual dining, chain restaurants.*

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1. Introduction

Uzbekistan is regarded as one of the main directions of economic reforms aimed at establishing a large number of services in the regions through various operational measures, such as raising the population's standard of living and well-being through rapid development of the restaurant services sector. President of the Republic of Uzbekistan Decree No. PF-6155 of February 3, 2021 "On the State Program for the Implementation of the Action Strategy on the Republic of Uzbekistan's five priority areas of growth in the Year of Youth Support and Public Health," November 10, 2020 Resolution No. 4887 of June 16, 2020, "On additional steps to enhance population health nutrition," Resolution No. PP-4752 of June 16, 2020 "On measures to support the services sector" and Cabinet of Ministers of the Republic of Uzbekistan Resolution No. 251 dated August 29, 2015. The resolution "On adoption of the Concept and a set of actions to promote healthy eating of the population of the Republic of Uzbekistan in 2015-2020" and the implementation of other legislation in this field, in turn, is a program to address major concerns of accelerated restaurant growth.

The acceleration of sluggish development rates as a result of the pandemic's negative impacts is proof of the relevance and practical usefulness of scientific study in this area.

2. Literature review

Restaurant services, according to N.Yu. Chervyakov (Chervyakov, 2019), are entrepreneurial activities linked to the organizing and management of public catering, aiming at providing people's needs for good, varied, and healthful dining while also being profit-driven.

S.R.Safoeva's research (Safoeva, 2009) substantiates the feasibility of enhancing efficiency through quality evaluation and leveling with a systematic approach to restaurant service quality management.

R.J. Kurbanova's (Kurbanova, 2020) research focuses on increasing the efficiency of public catering enterprises by selecting and replacing new equipment based on technical and economic levels, as well as the relationship between the technical and economic levels of public catering establishments in the Samarkand region and their economic efficiency. based on.

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The improvement of organizational and economic processes to boost efficiency in the subjects of public catering is also dependent on our national features, according to T.S. Sharipov's scientific research (Sharipov, 2010), and classification based on this feature is vital.

The scientific and methodological work of the author (Ibodov, 2022) also reflects issues of customer relationship management and satisfaction research.

The rapid growth of catering and living-related services in modern market conditions, the rise in demand for types of services related to catering and recreation outside the home as the population's standard of living rises, and researchers' increasing attention to the market conjuncture of restaurant services in the Samarkand region

3. Research methodology

Induction and deduction, mean amounts, grouping, social survey, questionnaire, logical analysis, and double correlation procedures were used throughout the study. Tables and graphics were used to convey the study's findings in a more holistic way.

4. Analysis and discussion of results

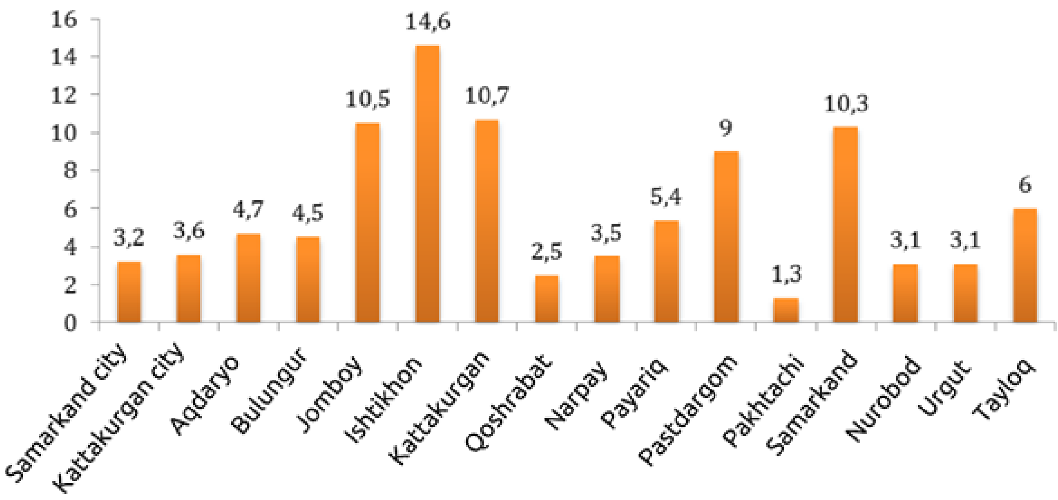
The fast growth of catering and accommodation services across the country, especially in the Samarkand region, demonstrates the importance of developing market infrastructure in the restaurant services sector.

The food sector (food industry, trade, and consumer markets (catering)) contributes for 3.2-2.6 percent of the regional economy of Samarkand, according to statistics (Ibodov, 2021). Its share declined to 2.8 percent due to macroeconomic restrictions brought on by the pandemic.

The uneven territorial distribution of restaurant services in the Samarkand region is a distinguishing trait. Restaurant services are rapidly expanding in significant towns, particularly in administrative and industrial centers, as well as in Samarkand's regional headquarters (Table 1).

The city of Samarkand, according to the table, has the most restaurants. The trend of sustainable restaurant service development can be seen in the regional center. When compared to 2010, the growth rate in Kattakurgan district, Kattakurgan city, Ishtikhon, and Samarkand districts was more than 10.0 times.

Table 1 Information on the growth of the number of enterprises in the field of catering services in Samarkand region in 2010-2021 (in percent)



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The study industry's sustainable development will be aided by maintaining sustainable development rates in the national economy. At the same time, it demonstrates its impact on the industry's weak points due to the detrimental effects of the global pandemic. Because restaurant service efficiency is below average, there is a shift in consumption patterns as a result of the pandemic's negative effects and projected changes in living standards. As a result, the focus is on preserving the restaurant services industry's position and the pace of sustainable development, as well as the present financial potential. The fact that the majority of customers favor the lower price sector, as well as the widespread proliferation of fast food, cafes, and confectionery businesses, can be explained by the fact that real income per capita is below average.

The fact that the current macroeconomic situation in the country and its regions is aimed at rationally serving the demands of the population in goods and services, as well as the long-term improvement of living standards and quality, underlines that improving the restaurant business is an urgent priority.

The number of catering businesses in the Samarkand region has increased as a result of reforms relating to the full settlement of market relations, the socio-economic situation, and the rise in living standards. Restaurant services have developed as a result of the changes linked with the expansion in the number of catering establishments.

The growth in the number of catering and leisure service providers has resulted in the development of additional catering and leisure services for a significant number of consumers, particularly in rural areas. The number of public catering outlets in the Samarkand region increased 2.5 times between 2010 and 2020, to 3192. In rural areas, the number of catering businesses climbed by 3.0 times, whereas in metropolitan areas, it increased by 2.1 times.

This trend has resulted in a major decrease in the number of catering establishments in offices and educational institutions.

Restaurant services made for 3.2-3.6 percent of the area economy in Samarkand. The uneven distribution of the restaurant services sector, which is rapidly increasing in large settlements, especially in administrative and industrial hubs, as well as in Samarkand's regional center, is a distinguishing aspect of its development (Figure1).

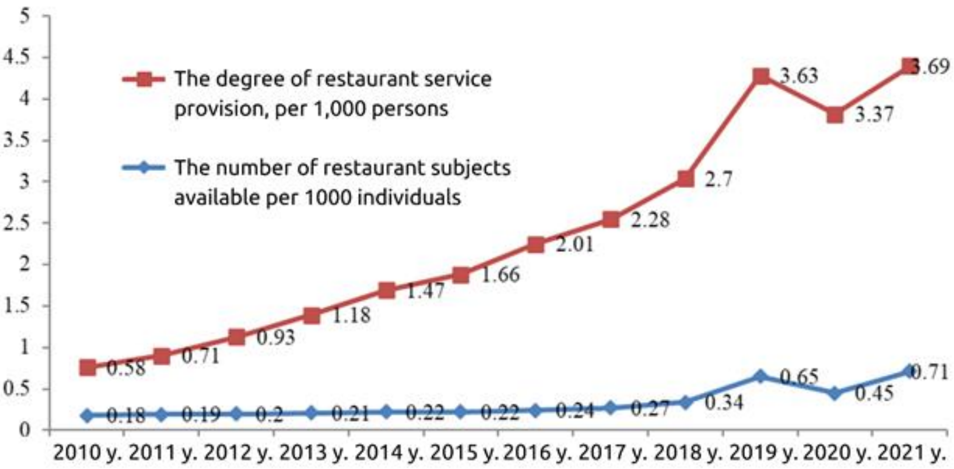


Figure 1. Dynamics of change of catering services in Samarkand region[1]

[1] Developed by the author based on data from the State Statistics Committee.

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During the period under consideration, the number of restaurants in the Samarkand region has gradually increased, as has the volume of services given to the inhabitants and tourists through them. It's worth noting that the number of restaurants and the volume of services given to customers in them are both growing faster than the population. The population of the region, for example, has expanded by 1.21 times, the number of restaurants has increased by 4.6 times, and the volume of restaurant services has increased by 7.7 times throughout the years. As a result, the number of restaurants and restaurant services available to the general public has expanded dramatically. For example, the number of restaurants available has expanded by 3.6 times, but the volume of services has increased by 6.4 times. The restaurant services business is quickly expanding even in the districts. Samarkand (60.3%), Urgut district (54.6%), Kattakurgan district (54.9%), and Jambay district (44.9%) had the highest growth rates between 2010 and 2021.

From year to year, the structure of restaurant businesses changes. By 2021, the proportion of businesses providing high-quality restaurant services (restaurants, bars, cafes, fast food) had climbed by 11.5 percent, while the proportion of cafeterias and teahouses had fallen. Over the last three years, the number of restaurant chains has expanded 1.4 times, from 107 in 2010 to 215 in 2021; in particular, the number of "café" type businesses has increased 1.5 times to 389. (210 in 2010). Restaurants, national cuisines, teahouses, buffets, cafeterias, confectionery shops, and cafés dominate the market for restaurant services in the Samarkand region, according to the findings.

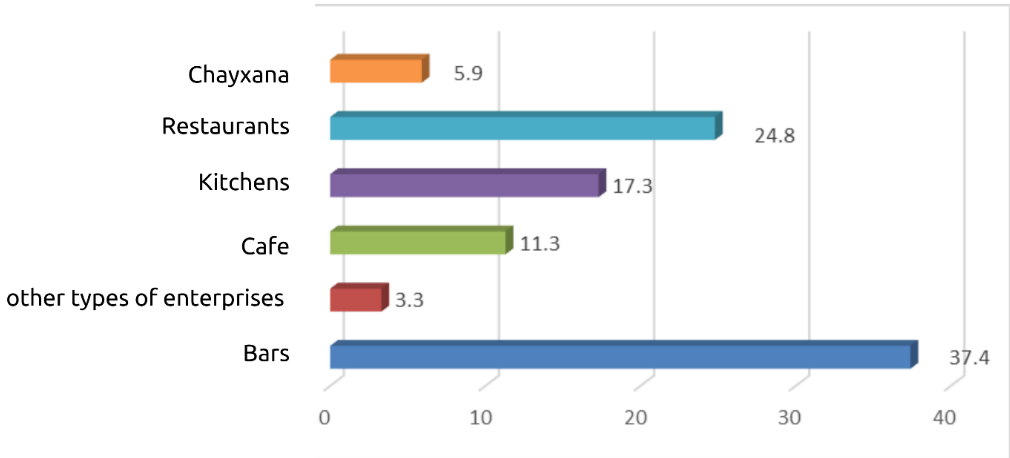


Figure 2. Structure of the market of restaurant services in Samarkand region[2] (in percent)

As shown in Figure 2, the Samarkand regional restaurant market is comprised of a diverse network of restaurants, bars, cafes, and fast food outlets, as well as a diverse range of businesses that provide entertainment and cultural activities.

The Samarkand region is the country's most populous, and Samarkand is the country's second-largest city. It is also a leader in terms of demographics, natural climate, transportation and engineering communication infrastructure, human resources and living standards, and the condition of social infrastructure development. As a result, the value of consumption created in the restaurant services sector in Samarkand plays an essential socioeconomic role in determining the population's living standards.

[2] Developed by the author based on data from the State Statistics Committee.

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The restaurant services sector's annual trade turnover is increasing. This percentage will rise from 21.2 percent to 33.2 percent in 2021. This clearly demonstrates that the field of restaurant services is in high demand and is regularly updated. (Figure 3).

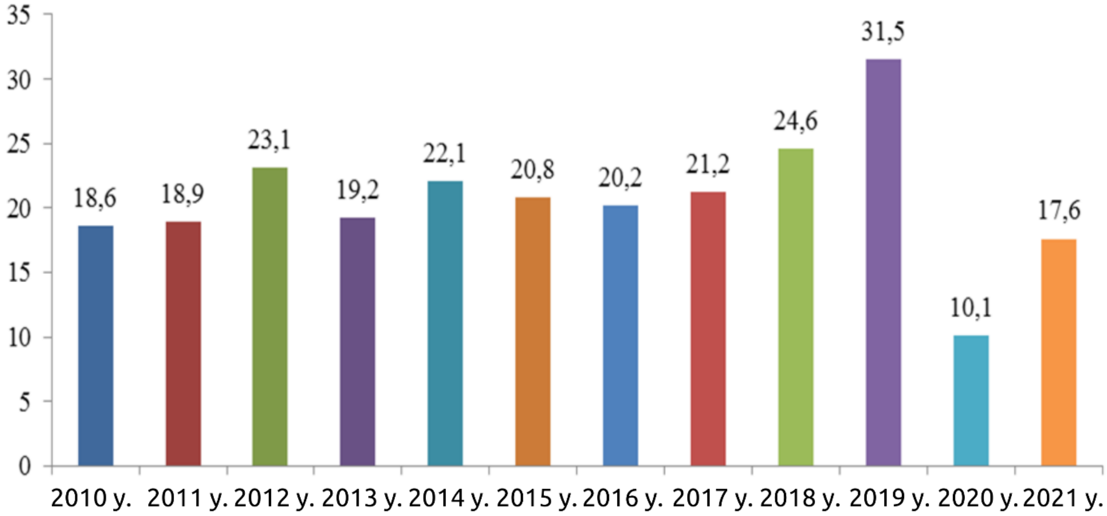


Figure 2.1.3. Growth rates in the turnover of restaurant services (in percent)[3]

The quick increase in the proportion of various banquet and catering services was responsible for the large increase in the number of restaurants and the volume of services. The growth in demand for banquet and event-management services associated to the staging of various celebrations and entertainment events has resulted in an increase in demand for restaurant halls with 50-150 seats, according to the report.

Private investors are particularly interested in fast food and cafes in the mid-price range. Furthermore, the expansion of the network industry has been aided by the formation of fast-food chains with low capital requirements. According to the findings, the network of fast food restaurants in the Samarkand region grew by 4.4 times between 2010 and 2021, bringing the total number to 238.

The growth of restaurant services has been aided by the socioeconomic development of the Samarkand region. The market was first liberalized and popularized on a broad scale. As a result, the transformation of restaurant services to a casual religion style has quickened, resulting in the expansion of the average price sector. The fast food restaurant chain has remained resilient to the effects of the recession and has maintained its growth pace. The sector rose by 5.5 percent in 2021 alone.

Secondly, the number of enterprises in the food services industry has increased. Research and surveys conducted through social networks show that between 2021 and the first half of 2022 alone, the number of network enterprises in the industry grew by 2.8%.

Thirdly, as a result of the global pandemic, the supply of food and services in the restaurant industry has increased dramatically, as have sales through vending, i.e. catering services. Changes in consumption practices and patterns have resulted from the current socioeconomic condition. Customers are obliged to use restaurant services or dramatically decrease their requirements in a pandemic setting, according to studies, but they do not give up on quality cuisine and other

[3] Developed by the author based on data from the State Statistics Committee.

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services. Catering and delivery services account for 18% of food sales in the restaurant industry today *(Ibodov, 2021).*

Finally, today's opening of new restaurants necessitates a connection to existing technology processes as well as a fundamental modification in those operations. As a result, cooperation has recently been harmed and is rapidly developing.

5. Conclusions and proposals

Based on the harm described above, we discovered the following enhancements to the growth of restaurant services in the Samarkand region:

- Regional disparities in the development of restaurant service firms;
- Growing demand for cafes, restaurants, and fast food chains. This is demonstrated by the fact that the businesses that directly serve the catering establishments are located in high-quality venues, such as cafes, pastry shops, ready-made meals, and catering services, where the speed of labor is substantially slower;
- a small proportion of sectoral institutions dedicated to serving middle-class tourists and low-income people;
- Improving quality and price competitiveness. With the growth of the restaurant services business, pricing practices have improved, and the emphasis on service quality has constantly increased;
- In all districts of Samarkand, there is an increasing trend of fast food chains and specialized local eateries opening.

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